

## INDIVIDUAL ACTION PLAN

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## TONIGHT'S PRESENTATION

- Introduction
- Individual Action Plan
  - Broader Objective
    - Strategies / Tactics
    - Timeline



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## INTRODUCTION

- Introduction

Matt Wittern - Communication Director, CIG

Public Relations / Marketing / Public Involvement

T-REX Project

Cherokee / Gates

RTD FasTracks Program



- Individual Action Plan

- Broader Objective:

*To act as a TOD Ambassador to members of the political and business communities*



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## ACTION PLAN

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## STRATEGIES

- **Strategies**
  - **Get Smarter**
  - **Get Involved**
  - **Work the Network**



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## STRATEGIES / TACTICS

- **Strategy**
  - **Get Smarter**
    - **Secondary Research**
      - **Citizens' Academy**
    - **Interviews with Experts**



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STRATEGIES / TACTICS


- **Strategy**
  - **Get Involved**
    - **Include Information in Presentations**
    - **Use Technology**
      - **CIG Blog**
      - **Digg**



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STRATEGIES / TACTICS


- **Strategy**
  - **Work the Network**
    - **Act as Conduit**
      - **Facilitate Meetings Between Experts / Media**



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TIMELINE

- **Timeline**
  - **Short**
    - **Immediate**
  - **Mid**
    - **1-2 Months**
  - **Long**
    - **20 Years**



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QUESTIONS?



COMMUNICATION  
INFRASTRUCTURE  
GROUP